

Looking to Create Landmark Sponsor Destinations At Your Venue?

Ten (10) of the Best Stadium Destinations

- Tundra Tailgate Zone, Green Bay Packers
- Red Bull Energy Station, Multiple NASCAR Tracks
- Miller Lite Party Decks, 26 Venues Nationwide
- Volkswagen Garage, DC United
- Carlsberg Patio, Toronto FC
- Levi's Landing, San Francisco Giants
- Heineken Lounge, Atlanta Hawks/Thrashers
- Toyota Home Run Porch, Cleveland Indians
- Associated Bank Kids Zone, Milwaukee Brewers
- Pepsi Porch, Detroit Tigers

“Build partnerships, not sponsorships.”
Brian Corcoran,
Fenway Sports Group

Partnership Activation 2.0

Welcome to the February 2009 issue of Partnership 2.0, a newsletter that provides sports business professionals with industry insights, creative activation tactics, and new ways to generate incremental revenue for their organizations.

A few weeks ago, I had the chance to experience two Minnesota Wild games at the Xcel Energy Center in St. Paul, MN. I came away extremely impressed with the way the Wild organization has created an authentic, traditional game atmosphere for 18,000+ fans in attendance to enjoy every single night (the team has sold out every game in its history). Hats off to all of the personnel at the Minnesota Wild for doing such a great job servicing their corporate partners and entertaining their fans.

I hope you enjoy some of the unique content in this issue. If you can, please take a moment to pass the newsletter along to colleagues and friends in the industry. If you ever need assistance with creative ideation and/or identifying new ways to generate incremental revenue for your business, please reach out to me at bgainor@partnershipactivation.com. Thank you for your continued interest and support! Best Wishes, Brian

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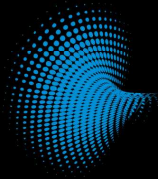
INDUSTRY WATCH | COURTSIDE SEAT SIGNAGE

Is Your Organization Looking For New Ways to Leverage Courtside Chair Signage?

Over the past few years, college athletic departments and NBA organizations have experimented with various chair branding initiatives to derive maximum marketing value for their partners. One area in particular - courtside seat signage - provides sponsors with high value television exposure. Here are a few branding techniques that organizations are currently using:

- **Los Angeles Lakers** - The Lakers organization features one chair bottom signage piece that extends across five chairs to drive awareness for Lakers.com
- **Chicago Bulls** - The Chicago Bulls feature chair bottom signage on individual chairs that detail the logos of corporate partners (e.g. Gatorade)
- **Orlando Magic**—The Magic organization features a signage wrap behind the first five (5) rows of courtside seats that denotes the section is referred to as the Mercedes-Benz Luxury Seats
- **New Jersey Nets** - The New Jersey Nets feature ADT branded courtside seating that extends into four sections of lower bowl seats sporting an orange sleeve with the Izod logo at the Izod Center.





SPONSORSHIP WATCH | SHOPPER MARKETING

Are you tracking important marketing trends being implemented at retail?

Over the next three (3) years, in-store marketing activity will grow at a higher rate than any other marketing tactic. With television audiences becoming more fragmented (due to an influx of new channels) and consolidation taking place in the retail marketplace (forming mega chains), marketers are now identifying the in-store retail experience as a primary way to target a mass audience of consumers.

New media technologies (e.g. IPTV) are enabling mass retailers (and their partnering brands) to influence and interact with consumers at the point of purchase via projected displays. Wal-Mart will lead the path over the next two years by introducing a next-generation in-store digital network (the Wal-Mart Smart Network) in 2,700 of its retail locations across the nation.

What are the implications for sports marketers? With shopper marketing drawing more attention from retailers, manufacturers, and agencies alike, sports marketers will need to work more closely with retailers/CPG companies, etc. to develop interactive, in-store media campaigns that directly influence purchasing decisions. With that being said, sports marketers will need to become "retail experts", expending more time creating programs that directly affect consumer behavior at retail (versus creating programs that drive brand awareness/traffic to retail).



Did you know?

Nearly twice as many people shop the aisles of Kroger each week (65MM) than watch American Idol

Article Source: AdWeek Media 01/09

This Month's Activation Tip - Distribute Premiums That Are Visible In-Venue

Are you leveraging game day premium distribution items to drive incremental brand awareness in-venue?

For the past few years, Skoda has done a tremendous job driving in-venue awareness at the International Ice Hockey Federation (IIHF) tournament by distributing branded paper helmets and country flags to fans.

These "visible" premium item giveaways effectively drive awareness of Skoda's tournament affiliation and serve as an excellent medium for the auto manufacturer to keep its brand top-of-mind with consumers throughout the duration of the game.

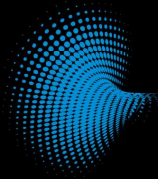
It is difficult to measure the overall impact that these visible premium items provide in an arena setting, but they do serve as a great way to provide subtle messaging in a manner that enhances the overall consumer experience. Offering said premium items may also be a way for brands with limited activation dollars to pick up some extra media attention.



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CREATIVE ACTIVATION IDEAS



Upper Deck featured branded concourse signage (made to look like trading cards) at the '09 Winter Classic at Wrigley



Adidas Built the World's Largest Shoebox in Budapest for the Euro Soccer Championships in 2000



The Golden State Warriors feature life-sized buckets of Kentucky Fried Chicken during their promotions

Chuck-a-Puck Promotions Are More Than Just a Game for Sponsors

As corporate partners seek new "value-add" opportunities, properties are turning to their marketing and events teams to deliver. Teams at all levels of sports are beginning to realize how simple forms of fan entertainment can serve as engaging, value-driven opportunities for corporate partners.

Case in point? Chuck-a-puck promotions in between periods.

Over the past few years, team personnel have revolutionized the concept of the in-game chuck-a-puck promotion, where fans would purchase orange pucks for \$1-\$3 for the chance to throw it on the ice and win a prize. Teams traditionally have used the chuck-a-puck promotion as a means to host a raffle, support a charitable foundation, and/or simply enhance fan entertainment.



Now, teams are finding unconventional ways to use this promotional opportunity to leverage their corporate partners. Here are a few business-driving tactics that teams have recently implemented:

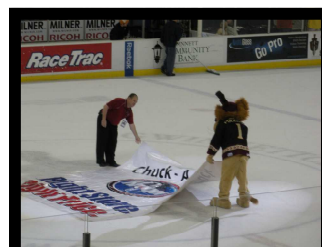
- **"Moving Automobile Target"** - Thomas Smith and his corporate partnerships team at the Charlotte Checkers teamed up with Lake Norman Chrysler Jeep Dodge to create a chuck-a-puck promotion that really moves consumers. The team features one of the dealership's signature vehicles making two laps around the ice during an intermission period. Checkers fans are tasked with trying to throw their pucks into an open sun roof for the chance to win the cash prize jackpot
- **"Hot Tub Toss"** - The Vancouver Giants and Coast Spas Hot Tub supported their game title sponsorship by featuring a chuck-a-puck promotion where fans were tasked with throwing their pucks into a hot tub placed at center ice. If numerous pucks landed inside the target, one lucky person would win the grand prize hot tub while another would win \$250 in Subway coupons. The Vancouver Giants use a forklift to drive the hot tub on and off the ice between periods.
- **"Hit the Kroger O"** - The Gwinnett Gladiators teamed up with Kroger to feature a chuck-a-puck contest where fans have to try to throw their pucks closest to the "O" in Kroger (the center of the banner) for the chance to win a free shopping spree from Kroger.



Charlotte Checkers
Chuck-A-Puck Promotion

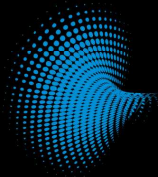


Vancouver Giants
Hot Tub Toss



Gwinnett Gladiators
Kroger Chuck-a-Puck





Are You Looking for More In-Venue Branding Opportunities?

The Florida Panthers have done an excellent job rebranding the box between the team and visitors bench as the "Mayors Jewelry Box", providing fans with the ultimate luxury experience. For a select price, fans can purchase seats in the box as part of an exclusive package that includes:

- Four (4) seats in the Mayors Jewelry Box, eight (8) premium lower level seats, one (1) club parking pass, a pre-game chalk talk and game prep in the video room, a complimentary photo with Stanley C. Panther (the team's mascot), a pre-game meet-n-greet and dinner in the ADT Club, and other various premium gifts.



Properties should consider new ways to follow the Panthers' model of building "themed box destinations" - customized suites and themed areas in-venue. Ideas can center around:

- Shippers (FedEx, UPS Box/Mailbox), Transportation Carriers (Penske, U-Haul Box Truck), Jewelers (Jewelry Box), Confectionery Companies (Box of Chocolates), Utility Companies (Cable Box), Retailers (Big Box Retailers, Tool box), Alcoholic Beverage Companies (Wine Box)

CREATIVITY IN THE SPORTS MARKETPLACE



Adidas' Retail Location in Shibuya, Tokyo Has a Crazy Case of the Stripes



The National Football League went BIG with its Super Bowl Branding in Tampa, Florida



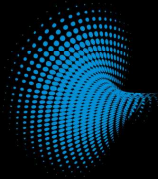
A City in France Found a Creative Way to Drive Awareness for the Tour De France During a Parade



Nike distributed "Dunk Drives" (a junk drive) at skateboard parks in Brazil



The NBA wrapped transit systems in Phoenix, Arizona to promote the 2009 NBA All-Star Game



Which Promotional Campaigns Are You Following In Q1?

Here are a few great promotions to watch for:

- | | |
|--|--|
| 1. NJ Nets Metropolitan Madness Challenge | 6. T-Mobile's "Shot of a Lifetime" Promotion |
| 2. Alltel My Circle Hoops Getaway | 7. Florida Panthers Promise Plan |
| 3. NIU Men's Basketball Free Concert Tickets | 8. M&M's Most Colorful Fan of NASCAR |
| 4. Pinehurst's Play Unlimited Golf Promotion | 9. Ford's "We Race. You Win" Promotion |
| 5. Brewers-Amtrak "Miller Park South" Promo | 10. Disney's Free Admission on Your Birthday |

Looking to Target Fans While They Tailgate Before Games?

Brand managers looking for new ways to engage with fans in the hours leading up to the game should consider creating landmark parking lot destinations using sections of co-branded artificial turf (as pictured on the bottom right).

Corporate partners can use co-branded parking lot turf destinations to drive brand/affiliation awareness, showcase products (automobiles, grills, consumer packaged goods, athletic apparel) and ingrain their brands in the official tailgating experience.

Simply offering fans an area to enjoy tailgating traditions and trial products/services could go a long way with fans before they head into the stadium!



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For More Information Please Contact Brian Gainor at
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Partnership Activation, Inc. provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.